## Little Bang! Pitch + Poster Competition Guidelines

### *Event Information*

*Thursday, February 1, 2024 • 6pm - 8pm • Gallagher Hall, Grand Foyer*

The Little Bang! Pitch + Poster Competition is open to <u>any currently enrolled student at the high school, undergraduate or graduate level</u> in California. The competition is designed to help participants define their business idea and communicate it concisely using a poster and short pitch. Up to 12 awards available, as well as one People's Choice award. **This is an entry-level competition; no prior business experience is necessary.**

# To Prepare

## Customer Call Requirements

As you prepare for the Little Bang! Pitch + Poster Competition, use the Customer Call Summary Template provided on the [Little Bang! webpage](). Ask questions of at least five people (potential customers) to test whether you are working on the right problem and making accurate assumptions regarding your business idea. You are required to integrate this information into your poster, and submit your completed Customer Call Summary as part of your StartupTree submission**.**

## Poster Requirements

Posters must be presented in a 36" by 48" format (portrait or landscape). Use a logo, pictures and graphics wherever appropriate. You are **required to include** (but are not limited to) the following information:

- <u>Business Idea (overview)</u>: Describe the business in 1-2 sentences, succinctly summarizing the important information indicated below.

- <u>What (problem and solution)</u>: Describe the problem you are solving, and how your business idea will address that problem. Incorporate what you learned from the five customer calls you made.

- <u>Who / Where (target market)</u>: Describe your target market, including the primary users of the product/service and the intended customers (i.e., purchasing decision makers).

- How (differentiation): Describe what sets your business idea apart. If someone is already providing a similar product/service, how is your solution better or different?

## Pitch Requirements

Prepare a 90-second pitch to deliver to spectators and judges during the competition.

# To Register

Go to https://ucdavis.startuptree.co/event/s/QLrnKnSz2uhZuvrTjoEuJZ/Little-Bang%2521-Pitch-%252B-Poster-Competition and fill out the registration form.

# To Submit

You will receive an email invitation to the competition site where you will be able **upload a PDF of your poster along with your Customer Call Summary.** You must submit these items no later than **January 28, 2024** at 11:59 p.m.  Please reach out to the program manager if you do not receive this invitation.

## Poster Submission Guidelines (Printing and Uploading to Startup Tree)

Participants who submit their posters according to the following guidelines and deadlines will have their posters printed free of charge for the competition.

How to submit your poster for **printing**:

- Submit your poster directly to UC Davis Reprographics by **January 28, 2024 at 11:59 p.m.**
- Go to UC Davis Reprographics https://reprographics.ucdavis.edu/large-format/order
- Enter Contact Information:
  - Enter your name and contact information.
  - Enter "Little Bang! Pitch + Poster Competition" under the recharge number
  - Enter "Pickup at Hoagland Hall"
- Enter Project Information:
  - Title of Project: Little Bang! <enter your team name>
  - Expected Delivery Date: No later than February 1, 2024
  - Number of Large format files: 1
  - Number of copies: 1
  - Poster size: 36x48
  - Type of material: Presentation Bond
  - Lamination Options: None
  - Mounting options: None (poster boards are provided the night of the competition)
  - Finishing Options: None

Teams will be notified by UC Davis Reprographics when their poster is ready for pick up at the Hoagland Hall UC Davis Reprographics location. Each team is solely responsible for submitting their poster to Reprographics, picking it up, and bringing it to Gallaher Hall on **February 1, 2024. Teams without a poster will be ineligible to compete.**

## Rules & Regulations

- Entrants must adhere to all participation and submission guidelines and deadlines.

- Ideas submitted as part of a teams' new business venture must represent the original work of the team members.

- Only one submission of a new business venture per team/individual is permitted. Each submission must include a Customer Call Summary and a 36" x 48" poster uploaded to StartupTree; a printed poster (free when submitted following the guidelines to UC Davis Reprographics by the deadline); and a 90-second pitch delivered during the competition.

- Individuals may be a member of only one team. Teams may be as small as one person; there is no maximum number of team members. Typical team size is between one and four members.

- The university reserves the right to disqualify, in its sole and absolute discretion, any team from the competition at any time for any reason. Reasons for disqualification may include but are not limited to: plagiarism and any other form of academic dishonesty, misappropriation or infringement of the intellectual property of others, and/or any failure to comply with these rules and regulations. Disqualified teams shall forfeit any and all prizes awarded to them.

- Prize money is awarded to a designated team member. Your team is responsible for dividing prize money among team members. It is not mandatory for the award money to seed the start-up. Winners who are UC Davis students will receive the prize money in their student account.

- Once the Institute has released funds, the UC Davis Institute for Innovation and Entrepreneurship has no further role.

- Teams may not compete if the new venture has already received funding from any outside sources (i.e. angel investors, venture capital, prize money from other competitions, etc.) totaling more than $5,000 by the start of the Fall Quarter 2023.

- Winners from the Little Bang! may also compete in the Big Bang! Business Competition in the same academic year with the same venture. Little Bang! winners may compete in another Little Bang! with a different idea but cannot submit the same idea in multiple Little Bang! Competitions.

- Awardees must agree to the following in order to receive their award:
  1. Complete an awardee payout form.
  2. Choose one of the following noting future milestones for developing their business idea and reflecting on lessons learned participating in Little Bang!:
     - Write a one-page (minimum 500-word) blog post,
     - Record a 2-minute video
     - Provide an interview

**Questions?** Contact Little Bang! Program Manager, Jullianne Ballou, jballou@ucdavis.edu

## Reminder

**To compete in the Little Bang! Pitch + Poster Competition, complete the following:**

**1st: By January 21, 2024 at 11:59 PM**

Submit your Team Registration: [https://ucdavis.startuptree.co/event/s/QLrnKnSz2uhZuvrTjoEuJZ/Little-Bang%2521-Pitch-%252B-and-Poster-Competition](https://ucdavis.startuptree.co/event/s/QLrnKnSz2uhZuvrTjoEuJZ/Little-Bang%2521-Pitch-%252B-and-Poster-Competition)

**2nd: By January 28, 2024 at 11:59 PM**

- Accept the Startup Tree email invitation and upload your Customer Call Summary and PDF of your poster.
- Fill out the form and send your poster to Repro Graphics according to the instructions above: [https://reprographics.ucdavis.edu/large-format/order](https://reprographics.ucdavis.edu/large-format/order)